Directs Volum ders at \$100,000 Landon, and its

Blaze in Louis Beach Bathing Pavilion.

Rockville Centre, East Rockaway, Lyn-brook and Oceanside, under the directorship of Edward Croker, formerly Fire Chief of New York City and now at the head of the Long Beach Department, made the fight, but the east wing of the hotel was so badly scorched that it probably will have to be rebuilt.

The roaring blaze of the bathing pavilion could be seen for many miles. The spectacle drew scores of automobiles and motorcycles to the scene, and more than 4,000 parsons were witnesses of the fire.
The fire started about 7 o'clock when

there were many guests on the plantas or in the dining rooms. Guests joined with employees in the formation of a bucket brigade, while the fire department got under way.
It was quickly seen that there was

Httle hope of saving the pavilion and that outside aid would be needed to save the hotel. As calls for help were sent to the nearby villages a telephone message was sent to Manhattan for Fire Chief Croker, who sped to Long Beach in an automobile, arriving about an hour after the fire had begun and at its most critical period.

While the hotel itself seemed threat-

ened guests hurriedly packed their pe-longings, possessed themselves of their valuables from the hotel safe and stood

ready to vacate on a moment's notice.
There were several stores and booths
in the bathing pavilion, the stocks of
which were all destroyed. The fire is believed to have originated in the cellar of Parson's ice cream parior in the pavilion, where plumbers were at work

yesterday.
On July 29, 1907, at 5 o'clock in the morning, the Long Heach Hotel, also as immense structure, took fire, and it was accounted wonderful that all of the one thousand and more guests escaped with their lives. That fire did 11,100,000 damage.

Gave Cat to Miss Wilson.
WINDSOR, Vt., Oct. 28.—When Miss Josels Wilson left her summer home at Cornish, N. H., she forsook a child admirer who always will remain so. The child is Anna Maria Dana, who pre-

"GENERAL JOHN REGAN"

Remember firstly-The

examination of eyes in our

eight offices is made NOT by an optician," but by an OCULIST—i. e., a Grad-

uate Physician with special

training, long experience and superior skill as an eye

not simply an eye test with

charts, reading cards, etc .but a thorough scientific

examination precisely the

same in every respect as if the usual fee of \$3 or \$10

Remember third-If

glasses are NOT needed the Oculist very frankly tells you so. If they are needed he prescribes glasses to exactly

meet your particular re-

Harris Glasses cost \$2 or more.

M.H. Hathis Oculists and Opticions

54 East 23rd St., near Fourth Ave. 27 W. 34th St., bet. 5th and 6th Aves. 54 West 125th St., near Lenox Ave. 442 Columbus Ave., 81st and 82d Sts. 70 Nawsau St., near John St.

1009 Broadway, near Willo'by, B'klyn. 489 Fulton St., opp. A. & S., B'klyn. 597 Broad St., near Hahne's, Newark

Remember second-It is

specialist.

were exacted.

quirements.

ATLANTI CITY, N. J. Oct 28.—

"Spinar at filing Regard" a comedy with a ferrody of exceptional success in Lemman, had its first American promitted to be bloom to five the monor of plane of theorem A Birmingman, attended the premier, as did George C. Tylor and several other premiers A large audience gave the new comedy.

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Canon James Owen Hannay's Play
Well Received at Its First American
Can Performance.

Seven lada, from ten to fourteen years
old, were arrested by the police in Williamsburg on ser pi ton of having broken
into Public School No. 2). Union and
Keap streets, Whilamsburg, maliciously
description of the Evening World.

ATHANTE CITY, N. J. Oct 28.—

Tended of exceptional success in
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her American debut in the part of ARREST BOYS FOR BURGLARY, and hacking up the cumiture and black

Minnespotts, London	. S A. M.
Seeland, Dover	. 8 A. M.
Eronprinzessen Cecilie, Cher	
bourg	. 9 A. M.
Carl Schurz, Kingston	10 A. M
Baratoga, Eavana	.11 A. M
Panama, Colen	.12 M.

means A Clogged A Clogged Bowel Brain

A CONSTIPATED man cannot THINE clearly. The active and successful person needs a clean bowel and a clear Brain. The Brain is naturally influenced because of pressure on the intestinal nervous system which prevents the human telegraph wires from performing their duty. No one organ in the body acts independent from another; in union there is health.

BEMOVE THAT PRESSURE ROW. Bon't say, I'll take something to-night, and thus spoil your day and your sleep. Take a remedy which nots quickly, surely and gently. Take EUNYADI JANOS WATER, the natural Remedy. The ideal isnative for a business man. If timble rul in the morning, or at any time on an empty stomach, gelieves you in an hour or so. Get a bottle at any Drug Store to-day.

difference how low a price has been

quoted on an article during the other days

of the month, the same article, if adver-

tised, must have a still lower price on Blue

Fashionable Blouses



RIBBON

finest hotel on Long Island, was itself some of the play would be applied in the control of the play would be duplined by the play would be d

Ribbon Day.

It is a distinctive policy of Simpson Crawford Co. to sell high grade merchandise at popular prices every day, but it makes no

O . 35 Years Leaders Of Fashion 000 10 IN NEW YORK'S SHOPPING CENTER. POPUL



Notions

\$2.00 Complete Dress Forms.

Jersey cloth covering; skirts of flat

steel on heavy Japanned stand and

can be adjusted to any 1.29 height, sizes 32 to 44; at 1.29 (No mail, phone, or C. O. D. orders filled.)

Sanitary Dress Protectors. 39c

23c Shirt Waist Ruffles. 19c

oards 30c doz. Brooks Sewing 12c

Cotton, doz.
"O. N. T." Darning Cotton, 5c

Children's

\$2.98 Winter

Coats at \$1.50

Corduroys, cheviots

\$1.50 Percend

Corduroys, chevious nd chinchillas; box nd chinchillas; box navy, grown, gray and carinal; not every size in every style, but all sizes in the lot; 2

Children's 79c Cap and

Muff Sets, 39c

6 years, 39 c

Berond Ploor.
Children's 49c, 79c and 98c
Flannellette

Gowns at 29c U 49c

Children's 39c & 49c i Caps at 15c and 25c

Sweaters

Children and sind sind sind sizes 6 to 12 years, and sizes 6 to 12 year

Ladies' \$5.50 Sweaters, all wool, plain weave. Byron collar, white, maroon, gray and be ther. 3.65

Waste Paper Baskets

Size 9x12;

Value \$35.00; at

35 Wilton Rugs

Genuine Cork Linoleum

Made by one of America's leading manufacturers; enameled face on solid back of pure cork and linseed oil; square yard

Consisting of cap and muff, of American chesiot: gray or blue chinchilla; sizes 2 to

se Collar Supports, 3

Trimming Buttons, shape, self shank, many col-ors, & doz. on card, for.

Misses' 14.75 Chinchilla Coats,

Three-quarter length, cutaway effect, large turnover
collar and cuffs of seal
plush: Oxford, light gray,
navy and brown, suitable
for street or \$9.75

1.46

\$1.00 Vanity Cases

oblong

5c

Dress Goods

Main Floor.

11.25 Navy and Black English
Serge. 50 inches wide, firm weave,
strictly all - wool, several shades,
navy also perfect black;
yard. 68c

79c All Wool Suitings, 42 inches
wide, at an exceptionally low price for
this day only, 17 different 39c
styles; yard. 39c
22.00 to 22.50 All Wool Suitings,
41 inches wide, cmbracing serges,
42 inches wide, perfect \$ 1.19

\$2.00 Canton Crepe, 40 inches
wide, street colorings—all silk, best

54 inches wide, embracing serges, diagonals, whipeords, Bedford cords yard. 1.29

Laces Main Floor.

\$2.00 Wool-Nap Blankets, large

size, colored borders, soft '1.39

Flannels

and colorings; 24c

Ladies' Neckwear

Main Floor. 1,500 Samples and Odd Pieces of

Lot 1 contains 39c values at 15c. Lot 2 contains 59c and 69c values

Lot 3 contains 75c and 89c values

at 44c. Lot 4 contains \$1.00 to \$1.50 values at 64c.

Hair Goods
Third Floor.
96.00 28-inch Hair Switches

some with 3 separate stems; made of good quality German \$3.29 hair; at \$3.29

stions—of same quality; \$1.49

Toilet Articles

Handkerchiefs

12 je, 15c and a rew 25c Hand-kerchiefs for Women, sample and

seconds, the imperfections are so small that you will not be able to detect them; sold in half dozen 62c lots, each 25c Linen Handker-chief for Men apply and seconds.

chicfs for Men, surplus and seconds, also men's linen initial handkerchiefs all letters, but not in all styles; sold

in half dozen lots only. 9c

Wines and Liquors
Baselines and Liquors
White Cold Town or Manual and State
White Cold Town or Manual and State
Ways reliable regular \$3.00 gal 63c

ways reliable; regular \$4.00 gar 630 ion. \$2.43; quart fand or Regent's dry:

Main Floor.

Misses' Rain Coats

Made of rubberized Canton could back; and trimming centre of the sides is fitted with two compartments for coins, powder department.

Main Floor.

15c Real Linen Cluny Laces for Bands, suitable for making curtains, bed sets, and trimming centre of pieces, yard.

15c Real Linen Cluny Laces for Bands, suitable for making curtains, bed sets, and trimming centre of pieces, yard.

15c Real Linen Cluny Laces for White voile, embodiesed and Camisolc, beading top and bottom, now in demand for liming under net blouses and making fine 22c bills or cards, also a mirror 45c bills or cards, also a mirror 45c.

15c Real Linen Cluny Laces for Bands, suitable for making curtains, bed sets, and trimming centre of pieces, yard.

15c Real Linen Cluny Laces for White voile, embodiesed of white voile, embodiesed of a kind destination one or two special attention in this design on both wides; fitted with two compartments for coins, powder compartment and a space for 45c bills or cards, also a mirror 45c underwear, yard.

15c Real Linen Cluny Laces for Bands, suitable for making curtains, bed sets, and trimming centre of pieces, yard.

15c Real Linen Cluny Laces for white voile, embodiesed of a kind; destination one or two specials.

15c Real Linen Cluny Laces for white voile, embodiesed of a kind; destination one or two specials.

15c Real Linen Cluny Laces for white voile, embodiesed of a kind; destination one or two specials.

15c Real Linen Cluny Laces for specials.

15c Real Linen Cluny Laces for white voile, embodiesed of a kind; destination one or two specials.

15c Real Linen Cluny Laces for specials.

15c Real Linen Cluny

1 S. P. pint bottle. 90 1 Sec. Cream Bot- 39c

wide; soft finish; 10-yard 85c
piece 85c Piece Cotton Diaper.
soft, absorbent and antiseptic; 10yard piece, in sanitary pack- 59c age Table Oilcloth, in light and dark colors; 1'4 yards wide; 12'c

Veil Specials 75c to \$2.00 Shetland Lace and Chiffon Cloth Veils; a noted maker's surplus; some a trifle imperfect, but to most people they would 44 c

63c also black and white; each .. 44c Undermuslins

import cost, including
Handsome Lace Collar and Cuff
Sets for coats or dresses.
Shoulder Point Collars for coat
or dress wear.
Rever Collars for coat or dress wear
Lace Collar and Cuff Sets for children's coats.
Lace Dutch Collars.
Deep, Round Collars.
Double Lace Tubs. Sailor collars.
Rich Venise, Heavy Crochet. Bohemian and Baby Irish Combinations.
Lot 1 contains 39c values at 15c.
Lot 2 contains 59c and 69c values

**In-Cryssal Holland or Rezent's fry;
Seatch Whiskey—
Special reserve objects from candled Selected Highward Flowers

Carnet and ZinSpecial reserve objects from candled Selected Highward Flowers

Coronel Ch a manual Highward Flowers

Coronel Ch a manual Highward Flowers

Lot 1 contains Sailor collars.

Wine-Large 63c

Rock Whiskey—
Special reserve objects

Claret and Zinspecial reserve objects

Coronel Ch a manual will be special from a state of the bottle objects

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Coronel C

Rack and Eye In all Port or Amontiliado Sherry on hore to und less immediate good for colles arge for colles a

Gloves Main Floor Women's \$1.50 Kid Gloves, white real kid, French; black silk, heavy embroidered backs; pair, \$1.00 Women's \$2.50 Glace Gloves. elbow length, white mousquetaire, 16-button length; 1.58

white and tan: 2-clasp lambskin: wide black embroidered 78c where s \$1.50 Gray Mocha Gloves, prix seam, pair \$1.00 Gloves, prix seam, pair ... \$1.00 Men's, Women's and Children's Men's. Women \$ 1.50 Gloves, \$1.00 to \$1.50

Discontinued lines for one day, on-sisting of Men's Cap: in Gloves
Children's French Kid Gloves
Women's Imp'ted Glace Gloves All reliable qualities. Women's 89c Silk Gloves, 50c

Hosiery For Men and Women

Women's 25c Silk Liste Hosiery. black, light and medium 19c weight, pair.
Women's 85c Pure Thread Silk Hosiery, black, double garter top, reinforced soles, heels and 65c toes, pair. Men's 25c Half Hose, silk plated, black, navy and cadet, 18c

Men's 85c Shirts and Drawers, medium weight, of natural 89c Men's \$1.25 Shirts and Drawers.

sieeves, ankle length, a 1.40

Shoes & Children

Secund Floor.

Women's \$42.00 and \$3.00 Shoes

including patent button and lace shoes, gun metal calt, button and lace shoes, vici kid button and lace shoes, black velvet button shoes, black satin button shoes; pair. \$1.29 Kimonos
Second Floor.
Long Kimonos of fleecedown in all the pretty Oriental colors and patterns: trimmed with satin 89c ribbon: cach 89c

Furniture

Month

In the Basement

\$12.49 \$22.50 Austrian China Dinner Sets.



boxes and glass; size 20x 3.65

Pine, thin, translucent china, decorated in two designs; large cose pattern, with solid roin gold handles and knobe, another is a fainty burder design, bread and butter nate combination ... \$12.49

Dressers

\$22.00 Mahogany Table. and has drawers Days. \$15 Sea Island Mattress.

B. Altman & Co.

have made special reductions in the prices of . several styles in

Women's Button Boots

(sizes incomplete) and will place them on sale, on the Second Floor, to-morrow per pair \$3.75 (Wednesday), at . .

A Sale of Women's Black Hosiery

will also take place to-morrow (Wednesday). offering exceptional values, as follows:

Women's Black Silk Hose, regularly \$1.00 . at 70c. & \$1.00 and \$1.50 per pair, Women's Black Silk Hose, with handembroidered clocks; regularly \$2.25 per pair,

Women's Black Lisle Thread Hose, per halfdozen pairs

Also Men's Black Lisle Thread Half Hose. per half-dozen pairs . . . \$1.75

B. Altman & Co.

Children's Leggings

are being shown, in the Hoslery Department, in a complete assortment which includes Leggings in a variety of materials.

Children's Wool Combination Sets, consisting of Sweater, Cap and Leggings to match, are shown, in a number of styles, at \$3.95 per set and upward.

Wilch Avenue, 34th und 35th Streets, New York.

Leather Goods Main Floor.

50c and 75c Beits, Sashes and Girdles. The belts of suede are 2 and 4 inches wide; the girdles are pleated with how effect; some covsoft map, pink and blue borders, silk ribbon binding. 2.98

ered with buckles; all new styles, colors and plaid effects, also 15c Ribbons

Main Floor. 19c Moire Talieta Ribbon-436

Main Floor.

8c Outing Flannels, large assortment of light stripes, in pink, blue and gray; wakes up into serviceable night dresses, sacques and 51 pajamas; yard.

Bath Robe Flannels, heavy grade, in a great variety of designs Fall and staple shades; 17c

25c Warp Print or Flowered
Ribbons—light and dark grounds
so desirable for work bags, coat 39c Scotch Flannels, in new pret-ty stripes; a durable flannel 29 c for children's wear; yard..... 29 c Embroidered Flannels, for inhangers and other holiday 15c fancy work; yard 39c Black Satin Taffeta Ribbon

-7 inches wide; for girdles 29c Comfortables

11.39 Comfortables, winter \$2.75 Comfortables, fine silko line covering. 9-inch plain 1.95 90c Peather Pillows, fancy stripe

Corsets

\$3.00 and \$4.00 Corsets, consist-ug of "C. B.," "Gloria" and "Rengo" and corsets: made in all desirable asterials, contil, brocade and striped

rench coutil; low, medium and high cost; medium and extremely long clow; well boned; sizes \$1.85

\$5.00 and \$6.00 Corsets, odd int of high grade corsets; for medium and stout figures; some with continuous and stout of strong coutil; some contents of the coutil; some ome in front: of strong coutil; some to pencil marked; all are minus trimming on top, but neatly bound and whalon boned; sizes \$1.39 \$2.00 Corsets. "Her Majesty" and ther well known brands; all 94c up-to-date models at

House Dresses

Second Floor.

Second Floor.

Second Floor.

Made of excellent quality gingham and chambray; trimmed with
white pique vest, cuffs and 89c

\$25.50

Rugs.

16.90

long made of strictly first \$2.98 quality hair; at \$2.98 tions-22 inches long; strictly first quality French cut hair; \$5.00

Lace

Sale of Bolster Rolls 89c to Kind, 50c

Do away with unsightly pillows. Make your bed and bedroom attractive during the day-time. We have about one thousand for Ribbon Day, uncovered, open or closed all sizes 50c.

SIMPSON CRAWFORD CO., SIXTH AVENUE, 19TH TO 20TH STREET, NEW YORK CITY-

\$27.50 9x12 Scam-

Customers will find
Values as high as
\$5.00
in to-morrow's sale at
\$2.50 Corded Arabian Curtains
to Cable Net Curtains
Cable Net Curtains
Brussels Lace Curtains
Solution

Curtains

12c Japanese China Tea 8c
Cups and Saucers.
Cups and Saucers design

7-Piece Colonial Water ----

100 Pieces

Golden Oak \$11.95

drawers. plate \$8.25 Hecome 4 member of Our Furniture Club.